

## Welcome!

Congratulations on your decision to become a Mary Kay Independent Beauty Consultant. I truly believe the reason for our success now and in the future can be traced to one common factor: quality people like you! Welcome to our fabulous unit!

Our unit name is Crowns of Beauty and our unit number is AM45. We are part of the Kathy Helou national area and the Emerald Seminar.

I love this business because you never stop learning, and there are always opportunities to grow. As a new Consultant, I strongly urge you to start scheduling and holding your first appointments as soon as you receive your Starter Kit, because what you lack in experience you can make up for in enthusiasm! Although you'll have the opportunity to take advantage of continuous education in your Mary Kay business, activity will provide your greatest sense of learning. Mary Kay herself often said, "You can do everything right with the wrong attitude and fail to succeed, but you can do everything wrong with the right attitude and succeed beyond your dreams!" The first few weeks of your Mary Kay business can really set the pace for your future.

I am so excited for you! I care about your future and I am committed to helping you succeed. You'll want start working on your contact list, which is enclosed. As always, I will match my time 100% with your effort! Be patient with yourself and just take it one step at a time. We'll move at your pace. Have a great start!

Lovingly,

*Christy Harrington*

*Independent Sales Director*

*Please, feel free to contact me w/ any questions; I look forward to helping you achieve your dreams!*

**Our business hours are Mon-Fri 9am-7pm:**

585-624-9451

[christyharrington@marykay.com](mailto:christyharrington@marykay.com)

our unit website- [www.crownssofarbeauty.net](http://www.crownssofarbeauty.net)

customer service-1-800-272-9333

## *Crowns of Beauty*

I am excited about my Mary Kay career because it is proof that I am no longer held back by fear.

I have taken God as my partner in all that I do and now I am finally free to pursue Dreams so BIG that I never would have dared to dream... Now I see hope in everything.

I am motivated, committed and unstoppably driven to walk side by side with a team of like-minded women.

We will make it our mission to show compassion and in our every word and deed to fashion God's Crown of Beauty, instead of ashes, to every life we touch and everyone who passes.

We'll show freedom that's priceless to those enslaved by their choices,

And bring God's oil of gladness to those overwhelmed by sadness, so that when they look up they will see a radiant, joy-filled woman and exclaim, "I can't believe that that's me!"

In the process I am sure that it's true that my life will be changed, my husband and children's, too, as we see the reality everyday that it was God who birthed this dream in Mary Kay.

# Contact List

	<u>Name</u>	<u>Phone #</u>		<u>Name</u>	<u>Phone #</u>
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# New Consultant Welcome Checklist

I Have:

<input type="checkbox"/>	<b>Scheduled My Business Debut</b>
<input type="checkbox"/>	<b>Attended a Unit Meeting—with 5 guests this month-</b>
<input type="checkbox"/>	<b>Watch Skin Care Class DVD</b>
<input type="checkbox"/>	<b>Received, printed, and read new consultant welcome packet</b>
<input type="checkbox"/>	<b>Ordered My Business kit</b>
<input type="checkbox"/>	<b>Opened My New Checking Account to be used for business -GET A DEBIT CARD FOR THE ACCOUNT</b>
<input type="checkbox"/>	<b>Read Business Basics</b>
<input type="checkbox"/>	<b>Attended New Consultant Orientation</b>
<input type="checkbox"/>	<b>Made My Initial Inventory Decision</b>
<input type="checkbox"/>	<b>Listen to “Success Stories” Cd</b>
<input type="checkbox"/>	<b>Set my Initial Business and personal Goals</b>
<input type="checkbox"/>	<b>Made My Goal Poster</b>
<input type="checkbox"/>	<b>Set a Goal to Complete My Perfect Start or Power Start</b>
<input type="checkbox"/>	<b>Completed My Weekly Plan Sheet</b>
<input type="checkbox"/>	<b>Reviewed Skin Care Class Guide</b>
<input type="checkbox"/>	<b>Started My Contact List</b>
<input type="checkbox"/>	<b>Invited a Guest to Attend My Weekly Unit Meeting</b>

# New Consultant Orientation Worksheet

	<b>Skin Care Class (Beauty Book)</b>			<b>Facial</b>			
Definition:	3-8 people	2hrs	(30-40 min.pampering)	\$250	1-2 people	1.5hr	\$75 per person
	Miracle Set		Bronze Sands Cheek				
	Firming eye cream		Toffee				Same Products
	Micro-d Foundation & Powder		Natural Cream & Sugar Lip gloss				

## Weekly Goals:

<u># of Classes</u>	<u>Est. Sales</u>	<u># of Customers</u>	<u># of Facials</u>	<u>Est. Sales</u>	<u># of Customers</u>
2	500	8	1	75	1

## Monthly Goals:

<u>Total Sales</u>	<u>*60%</u>	<u>40%</u>	<u># of Customers</u>	<u>Loan</u>	<u>Profit</u>
2300	1380	920	36	185	735

\*\*\*\*33.41/hr even after loan!!

<b>Where does the 60%go?</b>	<b>50% of full retail price is for Product Reorder</b>	<b>5% Section 2</b>	<b>5% Preferred Customer Program</b>
1380	1150	115	115

## Perfect Start:

5classes in 2 weeks

## Power Start:

10classes/ 30 days beginning when you decide

## Interviews:

Pearls of Sharing Challenge  
Interview 5 people within 4 weeks of today with your director

**Some people prefer to see if their business will succeed before they invest in inventory, but here are some things to consider:**

1) The # 1 reason why customers choose a new consultant is that they are tired of waiting for their consultant to order the product. Would you continue to shop at a store that didn't have what you needed? Every time your customers go home with what they came to buy, they go home happy ☺ That is good for business!!

2) There is very little risk with investing because there is a 90 % buy back guarantee that allows you to try the business for year and then send any unused Section 1 items back, if you decide that this business is not for you.

3) Inventory reminds you to make time for your business. Life is busy and inventory reminds you to follow through on the commitment you have made to treat your business as a business, not a hobby.

4) The company realizes that investing is a leap of faith on your part and has a one time offer to give a New Consultant bonus to anyone who begins with \$600 wholesale or higher. All of the items you receive FREE, can be sold for 100% profit. This bonus ranges from \$112-\$600.

5) Remember the shipping charge is only \$8.35 regardless of the size of your order. The more you get on your shelf initially, the less profit you will waste later on paying shipping charges. Also, remember that the BizBuilders bonus is available every time you order \$400 wholesale or higher. Your goal should be to have enough inventory on your shelf, so that you can sell all month long and then place one large reorder 1x per month and receive free product every time! This can make a substantial difference in your annual profits!

Consider what this might look like if someone was holding one class and one facial per week:

**With inventory:** You can sell all month long and provide the product immediately to your customers and reorder 1x per month paying only \$8.35 shipping and receiving \$40 in free product on average with a \$600 wholesale order through the BizBuilders program.

**Without inventory:** order on average 3xs per month in small increments, so that your customers are not waiting more than a week for their product. You will pay the shipping charge of \$8.35 3x, which is \$16.70 more per month than the person with inventory, and you will not receive any free product if your order is under \$400 wholesale.

**What does this mean?**

The person with inventory has kept on avg. \$55.95 a month more in their pocket, which equals a little more than \$670 annually. Not to mention the free products they received with their new consultant bonus!!

6) Remember there is a HUGE difference between Consumer debt and Business debt. **Consumer debt** is making the foolish choice to borrow money and pay interest for something that decreases in value as soon as you buy it. **Business Debt** is borrowing money to purchase something that is worth more than you paid and which increases your ability to earn more money. Any interest paid on such a debt is a tax deductible expense of your business.

7) Business debt is repaid by making a set monthly payment from the profits of your business. That payment DOES NOT come from your current income. When you make the choice to go out and sell product, your business will pay itself back.

8) Everyone should build to at least \$3600 wholesale on their shelf so that they have enough product to service their customers. Some people can start with that amount and some cannot. If you can't, you can build your inventory over your first few months by reinvesting profit from your sales back into inventory. The sooner you get up to full inventory, the sooner you can take your full 40% paycheck.

**Investing in inventory sets you up to succeed!!!**  
**Ordering Product from Mary Kay**

STAR and yearly Quarters with MK:

1. June 16-Sept 15
2. Sept 16-Dec 15
3. Dec 16-March 15
4. March 16-June 15

How to order product from Mary Kay:

Use the internet (no fees, fastest, a credit card or debit card is needed)

Use the order form and mail it in with Money Order (takes longest)

Call the order in (fee of \$3.50 for this and need a credit card/debit card is needed)

**Ordering Discount Requirements**

When you place a minimum \$400 suggested retail order (\$200 wholesale), you'll qualify for a 50 percent discount on that order plus on any subsequent Section 1 product orders you place, regardless of size, **as long as you remain active!**\* For example, if you place a \$400 suggested retail order (\$200 wholesale) on Sept. 1, you will receive a 50 percent discount on all subsequent orders you place during the remainder of September, all of October and all of November. And using this same example, if you place another minimum \$400 suggested retail order (\$200 wholesale) in October, you'll renew your Earned Discount Privilege and receive a 50 percent discount through December. During this time you are considered an "Active Consultant."

The way to estimate what your order will cost you is to take the retail price of any section 1 items and divide by 2. Any sales aids from Section 2 of the order form also need to be added. You must pay SALES TAX on the cost of section 2 items, the retail price of the Section 1 products you order, including items you receive as a bonus from the company, plus \$8.35 for shipping.

Mary Kay assumes you will be selling the items you order and saves you the hassle of having the file quarterly sales tax with state and local agencies by having you prepay the tax. When you sell the product to your customers, they are reimbursing you for the tax you prepaid.

Costs on minimum orders:

\$400.00 in retail product =	\$200.00
Section 2--Samples etc...	\$ 10.00
Sales tax (on \$400+10)	\$ 33.83
Shipping	<u>\$ 8.35</u>
TOTAL CASH	\$ <b>252.18</b>

\*\*\*All wholesale purchasing requirements for ordering and STAR are based upon wholesale product section 1. No Section 2 orders count.

### **Free Product Bonus for the month**

- 1) When you are Brand new consultant and your initial order is 600.00 (wholesale) or higher you will receive a free product bonus for new consultants only (see inventory options and review with Director)
- 2) If you place your initial order for \$600 wholesale or higher within 15 from when your agreement was processed you are entitled to receive a FREE Color 101 Look worth \$102 retail. Your look will be customized for you based on your responses to the survey on Intouch. Be sure to reserve your look. If you do not answer the questions and reserve your look, you will be sent a neutral look if you meet the above requirements.
- 3) Beginning with your second wholesale order you will be entitled to receive the monthly bonus called the BizBuilders Bonus, whenever you place an order for \$400 wholesale or higher. Each month (from 16<sup>th</sup>-15<sup>th</sup> of next month) there is a different Bonus. Please ask your Director for the new monthly bonus. You can also find out what it is by going on to [www.marykayintouch.com](http://www.marykayintouch.com) OR refer to your Applause Magazine

### **Star Consultant Program**

A Star Consultant with Mary Kay is any consultant who orders a minimum of \$1,800 in a quarter in wholesale. This means you are selling about \$300 retail per week. This does not need to all be ordered at one time but in total for any quarter. STARS earn cars in Mary Kay. The following advantages occur for Star Consultants:

If you are a Star and have a new qualified recruit join Mary Kay will move you up \$600.00 on the star ladder (so if you are \$1,800 Sapphire star you would become a \$2,400 Ruby Star)

Company Referrals (Mary Kay corporate only refers clients to Star Consultants).

Event and Prizes from your Director Each quarter

Prize you select from Corporate each quarter

Priority Seating and Registration for Seminar in Dallas